

Promethean's Global Distribution Doubled In Three Years



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Promethean, a world leader in the rapidly growing global market for interactive educational technology, has announced that, following the installation of its ActivClassroom products in Panama, the total number of countries deploying Promethean technology has reached 100. This is double the number compared to only three years ago and reflects both the pace with which educational systems are introducing interactive learning technology and the rapid global growth of Promethean.

Promethean's ActivClassroom helps bring learning to life and improve engagement and interaction between teachers and students, thereby helping raise learning standards. The ActivClassroom comprises the [interactive whiteboard](#) -ActivBoard, [interactive whiteboard tools](#), Learner Response Systems (ActiVote and ActivExpression) and a suite of specialised teaching software (ActivInspire).

To date, over 500,000 Promethean ActivBoard [interactive whiteboards](#) have been purchased by schools, bringing the number of students worldwide now being taught with the aid of Promethean technology to over 12 million. In addition, in 2009 alone, over a million students were introduced to Promethean's Learner Response Systems, making the Company the largest provider of these systems in the K-12 market during the year*.

Iwan Streichenberger, Chief Marketing Officer of Promethean, commented: "Today's announcement is a reflection of the speed with which [Educational technology](#) is being introduced into classrooms and transforming teaching across the world. Our broad geographical reach means that we are well placed to capitalise on further opportunities in this rapidly growing global market."

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Notes to editors:

* based on available statistics for the first three-quarters from Futuresource Consulting, an independent research company. K-12 refers to primary and secondary school education for students between the ages of 5 and 18.

About Promethean - Lighting the flame of learning

Promethean's aim is to unlock the potential of human achievement in education and training at all ages around the world. It does so by creating, developing, supplying and supporting leading edge, interactive learning technology and by encouraging the growth of the world's largest online teacher community in this field. In these ways, Promethean is helping bring to life the promise of 21st century learning, improving engagement and results for learners and teachers alike.

The market for interactive learning technology is fast growing and global. In this market, Promethean is a world leader. Developed by teachers for teachers, Promethean's ActivClassroom brings together its interactive display systems (ActivBoard), its Learner Response Systems (ActiVote and ActivExpression), and its suite of specialised teaching software (ActivInspire). They change how teachers and classes engage and interact, how students learn and how they are monitored and assessed.

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